

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

What is claimed is:

1. (currently amended) A display module for an illuminated display device, the display module comprising:
  - a self-supporting, at least substantially translucent panel;
  - a plurality of retention members, secured to said panel in fixed relation and arrayed in first and second opposed vertical columns that are horizontally spaced apart;
  - a plurality of opposed, horizontally disposed divider members positioned over said panel and each of said divider members being individually removably held in place by opposed retention members;
  - a retaining structure on each of said divider members for retaining portions of display members in a predetermined position;
  - a plurality of display members positioned between ~~opposed sets of said channels of said opposed divider members~~, said display members having translucent portions;
  - wherein said divider members and said display members can be removed and replaced in said opposed retention members without disassembly of any of said retention members from said panel;
  - wherein said display module is frameless.

2. (original) The display module of claim 1 further comprising a pair of spaced apart opposed and vertically disposed elongated members mounted to said panel, said retention members being carried by said elongated members.

3. (original) The display module of claim 1 wherein said panel is transparent and forms a rear portion of the display module.

4. (original) The display module of claim 1 wherein said retaining structure on each of said divider members comprises a longitudinally extending channel on each of said divider members.

5. (currently amended) The display module of claim 1 wherein said divider members ~~being~~ are held in place by mating male and female connection members.

6. (currently amended) The display module of claim 1 wherein said divider members only being are engaged to said retention members in a direction perpendicular to the plane of said panel.

7. (canceled)

8. (original) The display module of claim 4 wherein each of said divider members has a front portion with an "H-shaped" cross-section and an integral rear portion defining an inwardly extending clip member adapted to be releasably engageable with an opposed pair of said retention members.

9. (original) The display module of claim 8 wherein said "H-shaped" cross-section defines an opposed pair of longitudinally extending channels in each of said divider members.

10. (currently amended) A display module for an illuminated display device, the display module comprising:

a self-supporting, at least substantially translucent panel;

a plurality of retention members for removably retaining a plurality of spaced apart divider members, said retention members secured to said panel in fixed relation and arrayed in first and second opposed vertically spaced apart columns;  
wherein said display module is frameless.

11. (original) The display module of claim 10 further comprising a plurality of opposed, horizontally disposed divider members positioned over said panel and each of said divider members being individually removably held in place by opposed retention members.

12. (original) The display module of claim 11 further comprising a pair of opposed longitudinally extending channels in each of said divider members for securing portions of display members.

13. (original) The display module of claim 12 further comprising a plurality of display members positioned between opposed sets of said channels of said opposed divider members, said display members having translucent portions.

14. (original) The display module of claim 13 wherein said divider members and said display members can be removed and replaced in said opposed retention members without disassembly of any of said retention members from said panel.

15. (original) The display module of claim 10 further comprising a pair of spaced apart opposed and vertically disposed elongated members mounted to said panel, said retention members being carried by said elongated members.

16. (original) The display module of claim 10 wherein said panel is transparent.

17. (original) The display module of claim 10 wherein said panel comprises polycarbonate material.

18. (currently amended) The display module of claim 11 wherein said divider members being are held in place by mating male and female connection members.

19. (original) The display module of claim 11 wherein said divider members being engaged to said retention members in a direction perpendicular to the plane of said panel.

20. (currently amended) An illuminated display device comprising:  
a housing having an opening;  
at least one lighting source positioned inside the housing for projecting light through the opening;  
at least one display module removably disposed within the opening in the housing, the display module comprising a self-supporting, at least substantially translucent panel, a plurality of retention members for removably retaining a plurality of spaced apart divider members, said retention members secured to said panel in fixed relation and arrayed in first and second opposed vertically spaced apart columns;  
wherein said display module is frameless.

21. (original) The display device of claim 20 further comprising a plurality of opposed, horizontally disposed divider members positioned over said panel and each of said divider members being individually removably held in place by opposed retention members.

22. (original) The display device of claim 21 further comprising a pair of opposed longitudinally extending channels in each of said divider members for securing portions of display members.

23. (original) The display device of claim 22 further comprising a plurality of display members positioned between opposed sets of said channels of said opposed

divider members, said display members having translucent portions.

24. (original) The display device of claim 23 wherein said divider members and said display members can be removed and replaced in said opposed retention members without disassembly of any of said retention members from said panel.

25. (original) The display device of claim 20 further comprising a pair of spaced apart opposed and vertically disposed elongated members mounted to said panel, said retention members being carried by said elongated members.

26. (original) The display device of claim 20 wherein said panel is transparent.

27. (original) The display device of claim 20 wherein said panel comprises polycarbonate material.

28. (currently amended) The display device of claim 21 wherein said divider members ~~being~~ are held in place by mating male and female connection members.

29. (currently amended) The display device of claim 21 wherein said divider members ~~being~~ are engaged to said retention members in a direction perpendicular to the plane of said panel.

30. (currently amended) A method of assembling a display module comprising:  
securing a plurality of opposed pairs of retention members to an at least substantially translucent panel in fixed relation and arrayed in first and second opposed vertically spaced apart columns;

removably securing a plurality of opposed, horizontally disposed divider members to respective opposed pairs of said retention members, each of said divider members having a retaining structure thereon for retaining display members;

positioning in a retaining relationship a plurality of display members between opposed sets of divider members, said display members having translucent portions; wherein said display module is frameless.

31. (new) The method of claim 30 wherein said panel is transparent.